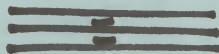# SUPPORT
FOR THE
Bally. PROFESSIONAL
ARCADE
PLUS
!

WE HAVE WHAT YOUR
CUSTOMERS WANT!

≥PROGRAMS≤
PLUS
=

- WE <u>PUBLISH</u> A <u>NEWSLETTER</u>
FOR THE <u>ARCADE OWNER</u>

- THis MONTHLY PAPER (NOW INTO VOLUME 4) CONTAINS DATA, NEWS, <u>PROGRAMS</u>, & TUTORIALS.

- OUR ADVERTISERS SELL <u>PROGRAMS</u> AND MORE...

- THE <u>ARCADIAN</u> NEWSLETTER REPRESENTS THESE VENDORS

CONTACT US!

ARCADIAN
3626 MORRIE DR.
SAN JOSE, CA. 95127-9990   12.50/yr

A SAMPLING OF PRODUCTS FROM ARCADIAN SUBSCRIBER-VENDORS:

Tapes Available Now: Instructions and listings included with each tape.
S1 - Bowling Secretary - Helps compute and store all data for your bowling league, cutting secretary hours in half. $6.95 as written, $12.95 custom. (team info)
G1 - Quickdraw and Skunk - Fun family games, for everyone! $8.95
G2 - Haunted House - An adventure game with lots of surprises. Also, Guess Five, which is a mastermind game, with addictive power. $8.95
Quantity Prices - 10 or more; S1 - $4.00 as written, G1 & G1 - $5.00
Don Gladden 59400 9 mile, South Lyon, Mich. 48178 phone; 313-437-3984

Eight popular games on tape are available from John Collins: Bally's Alley--an adventure game; Chess Board--a two player chess game; Bowling--a test of skill for one player; Hangman--a letter guessing game; Checkers--test of your brains against the Bally; Ohello--a game of Othello; Inspector Clue So--ask questions to solve a murder; and Decode--a utility program to decode memory information. The cost is $6.00 for 1 program, $8.00 for 2, $9.00 for 3, and $10.00 for 4 on his tape. For more info, send SAE to 713 Bradford Drive, Fort Walton Beach, Florida 32548.

Spectre Systems introduces a new addition for the Bally Arcade. A game handle that provides (1) true X-Y joystick operation (2) a numeric keypad (3) arcade pinball buttons. It works with all existing hardware, needs no special wiring or batteries. Includes instructions, 90 day warranty, and as a special offer ICBM ATTACK (until March 15, 1982). ICBM ATTACK is a machine language cassette game with 4 colors, sound, and non-blinking graphics. Price: $49.95 (check or money order) Dealer discounts available, please inquire. Send To: SPECTRE SYSTEMS * 7744 Littlefield Blvd. * Dearborn, Michigan * 48126

The Bit Fiddlers T.M.
Computer Products
For Work and Play

(714) 565-1610
P.O. Box 11023·San Diego·California·92111

Offering a different perspective on the Bally® Arcade.

FEATURING:

The Machine Language Manager
for the
Bally® Arcade

coming soon:

- Machine Language game program tapes
- New Game Cartridges
- Machine Language Utilities
- Maybe some stuff in BASIC too!

CONTACT THEM DIRECTLY

WEST   COAST   COMPUTER   FAIRE

Dick Houser and I have just returned from a visit to the Sacramento AstroVision facility, where we discussed the upcoming Faire, amongst other things. Here are some details:

I will have Booth 2022 in which I will have three Arcades operating, two with AstroVision games, one with 'odd-ball stuff', like the Viper, Blue Ram, Bit Fiddler, etc.

With one unit dedicated to 'having fun', we can show off anything that you may want to send out. We will be selling the Astro-Vision material, and yours as well.   To publicize the event amongst Arcade owners, I will send out a letter in the first week of March to Arcadian subscribers, former subscribers, and to a list of warranty returns - people located in this general area. In this letter, I can indicate that samples, etc., of your products will be at the Faire for their review and purchase. I will make a nominal charge for this representation - say $1 per tape sold -.

We will also make up a flyer with your material on it to be passed out to people that sign our register, to control the distribution as much as possible, and we will send you a copy of the register for your own follow-up.

Material that you wish to include in the letter should be here by the first of March. This would primarily consist of a list of the programs to be sold at the Faire.
Material for the at-show flyer should be here by March 16.
Material to be sold at the show should be here by March 18, but preferably as early as possible so that I can load a sample of each tape into my machines, debug that area if necessary, etc. Any programs sent should be visually attractive, with color/sound displays if at all possible.

Action Graphics   812 West Main St. Cary IL 60013

Lee Cowen   Source Video Distr.   223 Old Hickory Blvd Nashville TN 37221

Jim Miller 1300 Consort Cres. Burlington, Ontario L7M 1J7

Looking forward to a Fun Faire!

Bob

ADVERTISERS:

I've had some questions about my last letter, regarding the CES & WCCF shows coming up, and I thought I'd send an interim letter with some details & thoughts.

CES is a show put on by manufacturers to tout new products and to get orders for equipment delivery in the next year or two. It now includes everything under the sun that has electrons flowing thru it or on it. It occupies a gigantic building - the Las Vegas Convention Center - and overflows into the adjacent Hilton, the parking lot (satellite TV & car speakers), and the nearby Jockey Club (usually the lair of esoteric Hi Fi stuff). Very little is actually sold there, but you can get 10-15 lbs of brochures, magazines, pamphlets, catalogs, etc, plus your picture taken with a Bunny or even hotter mamas at the Xrated TV booths.

The general thought is that Dick Houser & I would be meeting the various distributors/dealers in the AstroVision booth area, and we would be discussing our respective publications, plus the field of third-party vendors and what they can provide. The distributors/dealers want material that they can sell at the time of an Arcade purchase, and when people come back for more. The handout I plan on having available will have your names and advertising. The cost of this ad will not exceed $10. Its purpose is to make your name known to the dealer so he can contact you for future negotiations.

The West Coast Computer Faire is a selling affair, & I'll cover it more in the next letter.

SV

12-7-81

2-17-82

Dear ARCADIAN Advertiser:

Well, the CES was quite interesting, and we were exposed to some new/revised ideas with regard to marketing. The interest in third-party software remains high at all levels - users, AstroVision, and the dealers. Dave Nutting Associates, the software producers that do virtually all of the Bally work for their full-size games, includes two young programmers, Bob Ogdon and Scott Norris, amongst others. These two fellows have formed their own company, separately, to produce software for AstroVision, calling it "Action Graphics". (This sort of grouping for special purposes goes on all the time, and it gets very confusing.) Now Action Graphics is also interested in marketing a high-quality line of software from independent producers - you guys. They plan on making up a slick catalog of such programs, and then pay royalties on the sales. The programs would be screened in some way - perhaps they would have to rate at least a "7" on the Dick Houser rating sheet for eligibility, or something similar. They are familiar with the Ken Springsteen idea and will compare notes on that idea. address below

We passed out 100 of the flyers, trying to keep the distribution down to those who really seemed interested, but there are always literature collectors around. Anyway, a couple of distributors showed real interest, and one's address is below.

Also on an allied area, Jim Miller is interested in doing a Canadian distributorship, starting in the Ontario area, his address is below.

The scheme of using IMAGE as the marketing outlet has collapsed, as they are concentrating in other areas. The void would be filled by Action Graphics.

I asked AstroVision to investigate the feasibility of mass production of 2000 baud tapes - either develop a system we could individually use, or perhaps set up an arrangement where they would do the duplicating. This would have the benefit of quality control and uniformity of tapes.

Does anyone have a trouble-free system to duplicate tapes? George Moses has a scheme that I am working on now, using two Radio Shack decks. At the moment, I seem to be able to successfuly duplicate a tape from one deck to the other, but am having a problem in getting a high enough level when I try to download from the Arcade to the deck for an 'original'.

And important news on the subject of 300-2000 transfer. I have received an excellent program from Dave Ibach that allows the entry of a tape in one format, and then the output in the other format. What it does is disable the Z80-Basic communication loop for a short while, long enough for you to swap Basic Videocades. The program will be in the next Newsletter.

$8\frac{1}{2} \times 14$
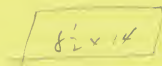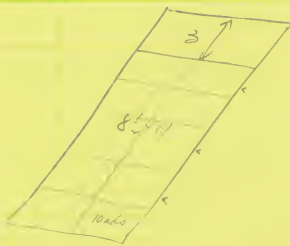
wcc 7. This is a show and on to sell stuff. It occupies the
old SF convention center mainfloor and balcony, plus the adjacent
Brooks Hall where most of the wheeler-dealers are. I have a booth
there and so have control over what's going on. At this location we
will be able to show off, talk about, and sell material for 3
days. We can hand out literature and play games or whatever
on 2 TV/arcade units. We may get some A/V support - that's
something to be discussed next month with A/V. At any rate, we
can constrain the outgoing literature to Arcade owners, thereby keeping
the repro cost down a bit. (Lots of people get & collect literature.) At
this location we could make up a similar brochure as for CES, and to
have separate piles of stuff for each of you - a package of material.

Dear ARCADIAN advertiser—

I have just returned from an intensive day in Chicago, attending a sales meeting for Arcade distributors. I'll report on the new things coming up in the next issue — Four of us represented the users: Fred Cornet, George Moses, Mike Peace, and myself. The item of main interest to you as vendors was the enthusiasm these merchants had for third party software. George, Mike, and I showed some tapes, and they were quite impressed. The 36 tapes George brought went home with the distributors, and Mike had some substantial orders for his Wavemakers line plus a job interview!

The distributors see _this_ area ("third party") of software as an ideal adjunct to the Arcade and the Astrovision/Bally games:

- Here is more material that they can show as being available when they sell the game unit.
- The Basic will be provided _free_ in the Arcade package (299.) Therefore _everyone_ will be exposed to Basic at some time or another when they tire of the games. A key point here is that the Basic will be a physical repackage of the Bally Basic to _include_ the cassette interface — the current unit will not be needed — They can therefore absorb _your_ material as soon as they buy it, without need for any other hardware except the ubiquitous tape recorder.
- They can use your material to show what can be done on the machine by the user, thereby enhancing sales potential of the Arcade.

I would like to contact the distributors with a package of software vendors that are interested in expanding their sales to point-of-purchase. My plan is to enhance communication between

you and the distributors in an orderly manner, not to be a go-between, or represent you in any way. I have the contacts who want to buy, you have the products. My ulterior motive is to increase ARCADIAN subscriptions and sales increases should do that, as well as publicity.

A lot of details have to be ironed out - do you directly sell to a distributor, or do we get a packaging firm involved, etc. etc.

In case you are contacted directly by a distributor (since I gave out some ARCADIAN issues), you will ~~then~~ know what's going on.

A point about the new AstroVision Basic Since the cassette interface is physically on the Basic's pc board, it is not compatible with the Port 3 method now used. Also each program must be reviewed for compatibility with the new language (=INPUT #) doesn't work, etc)

Think about sales price. A distributor will want at least a 40% discount for his & the dealer's markups. And you'll have to buy a new Basic which lists for $55 — but I'm trying for a discount on that.

Factor all these things together and drop me a line as soon as you can — do you want to join a store marketing scheme or stay mail order?

I plan on contacting distributors in the first week of April.

ADVERTISERS

Saturday, I went to a local "Game Faire", put on by Jim
Warren, who does the big West Coast Faires, and a very obvious
interest was shown in the available game cartridges. People were
stacked up around the vendors of cartridges for Apple, Atari,etc.
waiting to buy.
And here at home, I get many notes, asking for 'places to buy games'
along with my new subscription orders.

Two things are coming up soon that you should be
interested in, and should want to participate in.

I   I will be at the Consumer Electronic Show in January, and
will have the opportunity to discuss third-party support of the
ARCADE with dealers and distributors.

Do you want representation? That is, for me to include
you in a list of vendors, and be able to say "Here is a bunch of
companies that provide taped programs for the ARCADE, with a list of
their products - give me your card and we'll get together." Or
whatever seems appropriate. I plan on printing a small 'brochure' to
use as a handout, and you can place either: a) a typewritten ad -
assume 8 lines, full 8" width; or b) a box ad about 2-1/2 x 4. (Both
equate to 10 sq.in.) Prices will be at cost. I don't plan this to
be flashy, just full of data.
Everything has to be in to me by December 15. Please
advise soon if you are interested, and the type of ad.

II   The West Coast Computer Faire is coming up in early March.
This is oriented towards owners and prospective buyers. I have a
booth, and will have space available for your printed material. In
this instance, you might want some 'flash', with screen pictures, etc.
If you send me a master for each page of material, I can repro it
locally for you.

For either of the above, it would be ideal to have some
sort of sampler made up that can be shown or demonstrated to the
buyer. At the CES, we might have one program from each advertiser on a
tape, and be able to show it to the dealers using an AstroVision
machine.   At the WCF, we should have complete products that could be
sold on the spot. Everything would have to be in 2000 baud format.
While there is still some time before the WFC, we have to get a
marketing scheme in order quickly for the CES.
So please also let me know soon if you want some kind of actual
program representation at the Ces.

Dick Hauser is contacting the various consumer magazines to
get advertising rates, and is planning to place a "communal ad",
underwritten by advertisers, which will generally state that 'the
Bally is alive and well, and if you want programs, contact ----'. If
you are interested in supporting that kind of effort, contact Dick
directly.

Please let me have your thought on the above at the earliest
opportunity, that we can make a good presentation at CES, and then
WCF.